

ORDER



Orders
Order / Rev: 707021
Alt Order #: 06281551
Product Desc: MOVEON.ORG
Estimate: 553
Flight Dates: 08/17/12 - 08/19/12
Original Date / Rev: 08/16/12 / 08/22/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: MoveOn.Org
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru: 11/06/10
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/19/12 | 5 | \$5,950.00 | \$5,057.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| August 2012 | 5 | \$5,950.00 | \$5,057.50 | 0.00 |
| Totals | 5 | \$5,950.00 | \$5,057.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WKYC | 27% | \$5,950.00 |
| Market | 100% | \$22,037.04 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| CABLE | 0% | \$0.00 |
| WBNX | 0% | \$0.00 |
| WEWS | 26% | \$5,729.63 |
| WJW | 29% | \$6,390.74 |
| WOIO | 18% | \$3,966.67 |
| WUAB | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| E 1 | WKYC | 08/17/12 | 08/17/12 | M-F 7-9a Today Today Show | CM | 7a-9a | ----F-- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | | | 1 | | \$1,000.00 | | 0.00 | | | | |
| E 2 | WKYC | 08/17/12 | 08/17/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | ----F-- | :30 | 1 | \$550.00 | P-2 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | | | 1 | | \$550.00 | | 0.00 | | | | |
| E 3 | WKYC | 08/18/12 | 08/18/12 | 630A-7A Chris Matthews Show | CM | 630a-7a | -----S- | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | | | 1 | | \$400.00 | | 0.00 | | | | |

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Advertiser: MoveOn.Org
 Product Desc: MOVEON.ORG
 Estimate: 553

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|------|-------------------|-----------------|---------------------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|------------|------------|
| E 4 | WKYC | 08/18/12 | 08/18/12 | Sat 9-1030a Channel 3 News 9am Sat | CM | 9a-1030a | -----S- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | | | 1 | | | \$1,000.00 | | 0.00 | | | |
| E 5 | WKYC | 08/19/12 | 08/19/12 | Meet the Press Meet the Press | CM | 1030a-1130a | -----S | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | | 1 | | | \$3,000.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 5 | \$5,950.00 | |